What is claimed is:

CLAIMS

1.   An advertising control method comprising:

          receiving an advertisement identification message (AIM) at a first
mobile device;

          sending the AIM from the first mobile device to a content display unit
(CDU) and storing the AIM in the CDU;

          selecting at least one content item from among a plurality of content
items based, at least in part, on at least one stored AIM, the stored AIM being stored
in the CDU; and

          displaying the selected content item on the CDU.

2.   The method according to claim 1 and wherein the sending the AIM
from the first mobile device to the CDU comprises secure sending.

3.   The method according to claim 1 or claim 2 and wherein the content
item comprises an advertisement.

4.   The method according to claim 1 or claim 2 and wherein the content
item comprises at least one of the following:

          music;

          a music video;

          an interactive game; and

          video content.

5.   The method according to claim 1 and also comprising:

          after the displaying, marking the at least one AIM stored on the CDU
as used.

6.   The method according to claim 1 and also comprising:

        after the displaying, deleting the at least one stored AIM from the

CDU.

5   7.   The method according to claim 1 and also comprising:

        deleting the at least one AIM from the first mobile device.

8.   The method according to claim 1 and also comprising:

        registering the first mobile device on the CDU.

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9.   The method according to claim 1 and wherein:

        the selecting is also based, at least in part, on at least one AIM received

at the CDU from a second mobile device, the second mobile device not being

registered on the CDU.

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10.   The method according to claim 1 and wherein:

        the selecting is performed without regard to at least one AIM associated

with a second mobile device, the second mobile device not being registered on the

CDU.

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11.   The method according to either claim 8 or claim 9 and also comprising:

        sending at least one AIM from the first mobile device registered on the

CDU when the mobile device is in the proximity of the CDU.

25 12.   The method according to claim 11 and wherein the sending the at least

one AIM from the first mobile device registered on the CDU comprises secure

sending.

13.   The method according to claim 1 and also comprising:

querying a user of the mobile device to authorize sending at least one AIM from the first mobile device to the CDU; and

performing the sending only upon receipt of a positive answer to the querying.

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14.   The method according to claim 13 and wherein the sending performed upon receipt of a positive answer to the querying comprises secure sending.

15.   The method according to claim 1 and also comprising:

10   registering the first mobile device on a plurality of CDUs.

16.   The method according to claim 8 and wherein the registering comprises using a public key authentication scheme.

15   17.   The method according to claim 16 and also comprising:
         entering personal user information during the registering.

18.   The method according to claim 17 and also comprising:
         encrypting the personal user information.

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19.   The method according to claim 1 and also comprising:
         after the receiving, performing a security check on the AIM.

20.   The method according to claim 19 and wherein:

25   the security check comprises verifying a digital signature.

21.   The method according to claim 8 and also comprising:
         unregistering the first mobile device on the CDU.

30   22.   The method according to claim 21 and also comprising:

unregistering the first mobile device on at least one of the plurality of CDUs.

23.   The method according to claim 22 and wherein the unregistering comprises secure unregistering utilizing a public key authentication scheme.

24.   A content control method comprising:
         associating an entitlement with a content item identifier;
         embedding the entitlement in an article;
         sending the entitlement from the article to a content display unit (CDU); and
         displaying a content item associated with the content item identifier on the CDU.

25.   The method according to claim 24 and wherein the sending the entitlement from the article comprises secure sending.

26.   The method according to claim 25 and wherein the displaying comprises:
         locating the content item to be displayed based, at least in part, on location information comprised in the content item identifier.

27.   The method according to claim 26 and wherein the locating comprises:
         locating the content item to be displayed via remote network access.

28.   The method according to claim 27 and wherein the remote network access comprises World Wide Web (WWW) access.

29.   The method according to any of claims 24 - 28 and wherein the entitlement comprises content item network location information for determining a location of the content item on the remote network.

5   30.   The method according to claim 24 and wherein the sending comprises:

sending the entitlement to the CDU using a wireless communication protocol.

31.   The method according to claim 24 and wherein the sending comprises:

10   sending the entitlement to the CDU using a wired communication protocol.

32.   The method according to claim 24 and wherein the sending comprises:

sending the entitlement to the CDU upon receipt of an instruction from

15   a user.

33.   The method according to claim 24 and wherein the sending comprises:

querying the user to authorize transfer of the entitlement to the CDU;

and

20   sending the entitlement to the CDU only if the user authorizes the

transfer.

34.   The method according to claim 33 and wherein the sending from the article also comprises:

25   verifying that the CDU is able to display the content item associated
.with the entitlement; and

performing the sending only upon receipt of a positive answer to the

verifying.

30   35.   The method according to claim 24 and wherein the sending comprises:

verifying that the CDU is able to display the content item associated with the entitlement;

based on result of the verifying, querying the user to authorize transfer of the entitlement to the CDU; and

5   performing the sending only upon receipt of a positive answer to the querying.

36.   The method according to either claim 34 or claim 35 and wherein the verifying comprises the article polling the CDU.

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37.   The method according to either claim 34 or claim 35 and wherein the verifying comprises the CDU polling the article.

38.   The method according to claim 24 and wherein the entitlement
15   comprises a disabled entitlement.

39.   The method according to claim 38 and also comprising:

sending an enabling message to the article, thereby enabling the disabled entitlement.

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40.   The method according to claim 39 and wherein the sending an enabling message to the article comprises secure sending.

41.   The method according to claim 40 and wherein the sending an enabling
25   message is performed after an enabling action is performed.

42.   The method according to claim 41 and wherein the enabling action comprises sending a securely signed message.

43.   The method according to claim 42 and wherein the message is sent using a wireless communication protocol.

44.   The method according to claim 42 and wherein the message is sent
5   using a wired communication protocol.

45.   The method according to any of claims 38 - 44 and wherein the entitlement comprises an inactive entitlement.

10   46.   The method according to claim 45 and also comprising:
            activating the inactive entitlement.

47.   The method according to claim 46 and wherein the activating comprises actuating and / or de-actuating an actuator.
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48.   The method according to claim 46 and wherein the activating comprises opening a container.

49.   The method according to claim 41 and wherein the activating is
20   triggered by heating a heat sensor.

50.   The method according to claim 49 and wherein the heating comprises heating the heat sensor with body heat.

25   51.   The method according to any of claims 46 - 50 and also comprising:
            de-activating the entitlement.

52.   The method according to claim 24 and also comprising:
            disabling the entitlement after the sending to the CDU.

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53.   The method according to claim 24 and also comprising:
            not disabling the entitlement after the sending to the CDU.

54.   The method according to claim 53 and also comprising:
5   altering the entitlement after the sending to the CDU.

55.   The method according to claim 54 and wherein the entitlement
comprises an entitlement value, and
            the altering comprises reducing the entitlement value.
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56.   The method according to claim 24 and wherein:
            the content item comprises a series of content items; and
            the entitlement comprises an entitlement to at least one member of the
series of content items.
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57.   The method according to claim 24 and wherein the displaying
comprises:
            displaying the content on the CDU exactly once.

20   58.   The method according to claim 57 and wherein:
            the CDU comprises a plurality of CDUs and the displaying comprises
displaying the content on one of the plurality of CDUs exactly once.

59.   The method according to claim 24 and also comprising:
25   displaying the content on the CDU only during a display time period.

60.   The method according to claim 24 and also comprising:
            associating the displaying of the content on the CDU with a personal
domain.
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61.   The method according to claim 24 and wherein the CDU comprises at least one of the following:

    a domain identification name;

    a domain identification number; and

5   a domain key.

62.   The method according to either claim 60 or claim 61 and also comprising:

    associating the entitlement with the personal domain at the time of the

10   sending.

63.   The method according to claims 24 and also comprising:

    aggregating of entitlements by a first user.

15   64.   The method according to claim 63 and also comprising:

    trading of entitlements between the first user and a second user.

65.   The method according to either claim 63 or claim 64 and also comprising:

20   selling entitlements from the first user to the second user.

66.   The method according to claim 63 and also comprising:

    loaning entitlements by the first user to the second user.

25   67.   An object comprising:

    an entitlement store storing an entitlement associated with a content item; and

    a communication unit operative to receive the entitlement from the entitlement store and send the entitlement to a display unit.

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68.   The object according to claim 67 and wherein the communication unit is operative to securely send the entitlement to the display unit.

69.   The object according to claim 67 and wherein the display unit is external to the object.

70.   The object according to claim 67 and also comprising:
            a content display unit (CDU) operative to receive the entitlement, the CDU comprising the display unit.

71.   The object according to any of claims 67 - 70 and also comprising:
            an entitlement enablement receiving unit.

72.   An advertisement identification message (AIM) distribution terminal comprising:
            an AIM receiver operative to receive at least one AIM from an AIM distributing authority;
            an AIM storage unit for storing the at least one received AIM; and
            an AIM dispenser operative to dispense the at least one AIM to a mobile device operative to receive AIMs.

73.   A mobile device comprising:
            an advertisement identification message (AIM) receiver for receiving at least one AIM from an AIM source external to the mobile device;
            an AIM storage unit for storing the at least one received AIM; and
            an AIM sender for sending the at least one stored AIM to a content display unit (CDU) external to the mobile device.

74.   The mobile device according to claim 73 and wherein the AIM sender is operative to securely send the at least one stored AIM to the CDU.

75.   The mobile device according to either claim 73 or claim 74 and wherein the at least one AIM comprises a plurality of AIMs.

5   76.   The mobile device according to claim 73 and wherein the AIM source external to the mobile device comprises a plurality of AIM sources external to the mobile device.

77.   A content display unit (CDU) comprising:

10   an advertisement identification message (AIM) receiver for receiving at least one AIM from a mobile device;

                an AIM storage unit for storing the at least one received AIM;

                a content item selector for selecting at least one content item from among a plurality of content items based, at least in part, on at least one AIM stored

15   in the AIM storage unit; and

                a display for displaying the selected content item.

78.   The CDU according to claim 77 and whereby the plurality of content items is delivered to the CDU in a plurality of data streams comprising content items.

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79.   The CDU according to either claim 77 or claim 78 and whereby the plurality of content items is stored on storage media comprised in the CDU.

80.   The CDU according to claim 77 and wherein the CDU chooses content

25   . items for display based, at least in part, on received metadata.

81.   The CDU according to claim 77 and wherein the CDU periodically sends an AIM usage report to an AIM distributing authority.

82.   The CDU according to claim 81 and wherein the AIM usage report comprises at least one of the following:

at least one AIM received by the CDU; and

at least one advertisement point used by the CDU.

83.   The CDU according to claim 77 and wherein the CDU periodically reports content item usage to the AIM distributing authority.

84.   The CDU according to claim 77 and wherein the CDU is activated at the time of purchase.

85.   A content item selection method comprising:

accumulating content item display points for each of a plurality of display point categories; and

choosing a content item for display based, at least in part, on a comparison between a point total for one of the display point categories and a category associated with the content item.

86.   The method according to claim 85 and wherein the accumulating comprises:

receiving at least one advertisement identification message (AIM) comprising content item display points associated with a display point category; and

storing the content item display points comprised in the AIM in accordance with the display point category.

87.   The method according to claim 86 and wherein the receiving comprises:

distinguishing between AIMs received from a sender who is registered and AIMs received from a sender who is not registered.

88.   The method according to claim 87 and wherein the receiving also comprises:

        ignoring the AIMs received from the sender who is not registered.

5   89.   A content identification message comprising:

        a quantity of points redeemable for content; and

        metadata comprising:

            a content category identifier identifying a category to which the content belongs; and

10   at least one of the following:

                a distributing entity identifier identifying an entity which distributed the content identification message;

                a time stamp identifying a time when the content identification message was distributed;

15   a basis for distribution identifier identifying a basis for distributing the content identification message; and

                a location-of-distribution identifier identifying the location of the entity which distributed the content identification message.

20   90.   The content identification message according to claim 89 and wherein the content comprises an advertisement.

91.   The content identification message according to claim 89 and wherein the content comprises at least one of the following:

25   music;

        a music video;

        an interactive game; and

        video content.

30   92.   An advertising control system comprising:

an advertisement identification message (AIM) receiver comprised in a first mobile device, the AIM receiver receiving an AIM;

an AIM sender comprised in the first mobile device, the AIM sender sending the AIM to a content display unit (CDU);

5   an AIM storage unit comprised in the CDU, the AIM storage unit being operative to store the AIM received from the first mobile device;

a content item selector comprised in the CDU, the content item selector being operative to select at least one content item from among a plurality of content items based, at least in part, on at least one stored AIM, the stored AIM being stored

10   in the CDU; and

a display comprised in the CDU, the display being operative to display the selected content item.

93.   Apparatus for content control comprising:

15   an entitlement associating unit associating an entitlement with a content item identifier;

an entitlement embedding unit embedding the entitlement in an article;

an entitlement sender sending the entitlement from the article to a content display unit (CDU); and

20   a display operative to display the content item associated with the content item identifier on the CDU.

94.   A content distribution method comprising:

storing an entitlement associated with a content item in an entitlement

25   store;

receiving the entitlement from the entitlement store at a communication unit; and

sending the entitlement from the communication unit to a display unit.

95.   An advertisement identification message (AIM) distribution method comprising:

receiving at least one AIM from an AIM distributing authority;

storing the at least one received AIM; and

5   dispensing the at least one AIM to a mobile device operative to receive AIMs.

96.   An advertisement identification message (AIM) distribution method comprising:

10   receiving at least one AIM from an AIM source external to a mobile device;

storing the at least one received AIM; and

sending the at least one stored AIM to a content display unit (CDU) external to the mobile device.

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97.   A content display method comprising:

receiving at least one advertisement identification message (AIM) from a mobile device;

storing the at least one received AIM;

20   selecting at least one content item from among a plurality of content items based, at least in part, on at least one stored AIM; and

displaying the selected content item.

98.   Apparatus for content item selection comprising:

25   a store for accumulating content item display points for each of a plurality of display point categories; and

a content item selection unit operative to choose a content item for display based, at least in part, on a comparison between a point total for one of the display point categories and a category associated with the content item.